

**Italian cultural &
community center
of Houston**

Brand Visual Identity
Guidelines Manual



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Last Update: 2021
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The new ICCC Visual Brand is based on a very simple and long term value: it aims at representing the Italian Community of Houston at wide; Italians, Italian Americans, Italophiles and all the people willing to know more about Italy and its culture. No matter if used as a flag or as a logo, the symbol is inclusive.

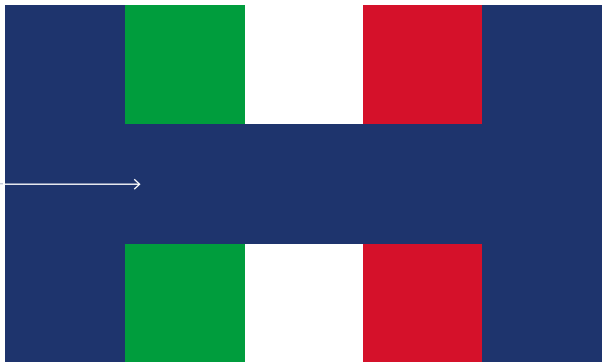
Origin of the symbol



H: Houston
Blu: Texas

Italian Flag
"Tricolore"

Visual Brand



**All the ITALIAN COMMUNITIES
That HOUSTON contains.**

In few words, this is the story that this symbol wants to tell.
It is the key that opens up the doors to all ICCC activities.
The symbol is a HUG between two different identities which
become just ONE thanks to the ICCC efforts.

Houston
City Flag



Texas
Flag



It is inspired by the blue
already associated with
the City of Houston and
the State of Texas.

The ICCC Flag

More than just a logo or a corporate identity, the ICCC aims at becoming a real community in Houston. This is why the symbol can easily become a flag. It represents an entire community inside the City of Houston.

This manual explains how the symbol must be used. In the following pages, you find the main guidelines.

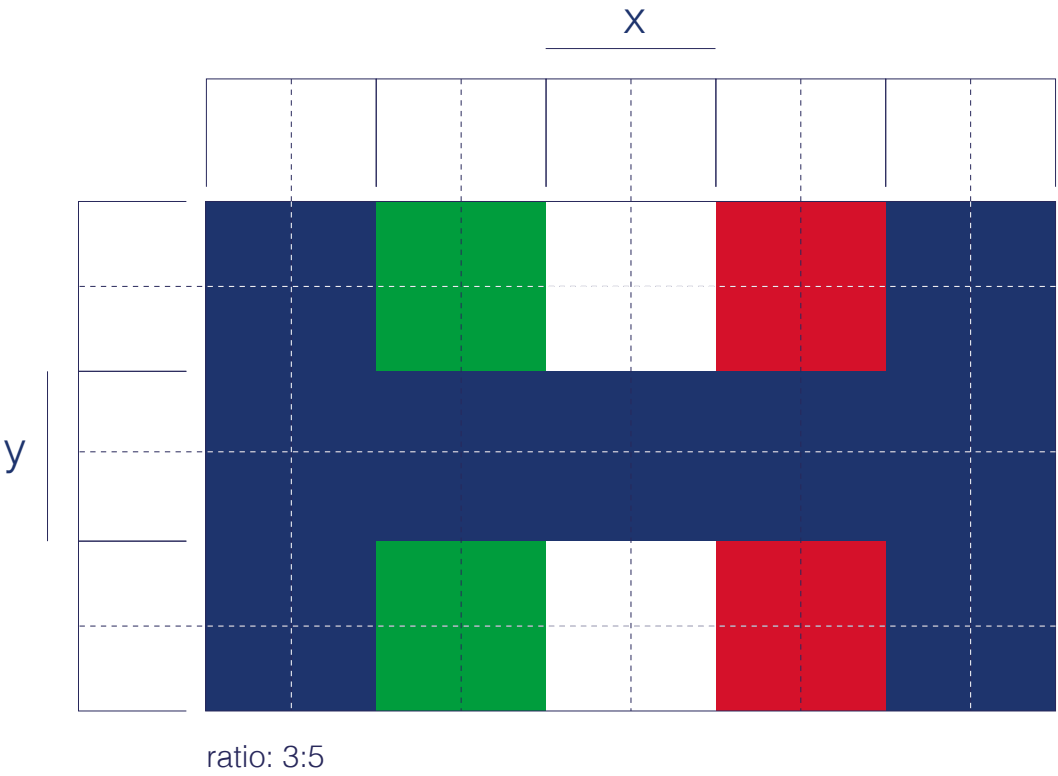
5 Rules of Flag Design:

SIMPLICITY. The elements of the flag are so simple that they can be drawn by a kid by heart.

SYMBOL. It means a unique visual concept.

COLORS. No more than 3/4

NO TEXT, EMBLEMS OR SEALS.

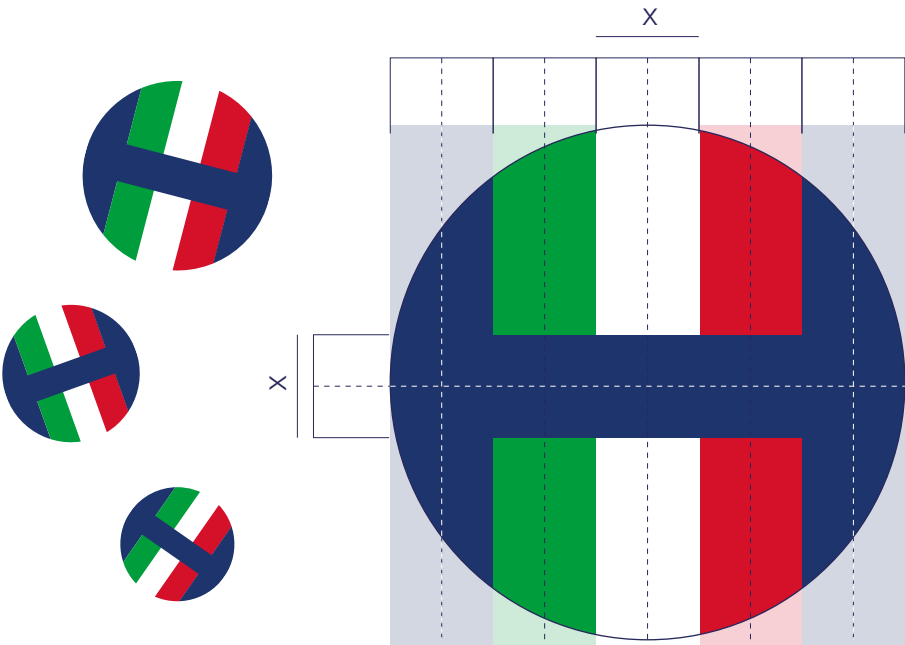


The ICCC Flag / Flat Visualization



The flag uses a flat design and straight lines.

The flat version of the symbol is well suited to merchandising, too.



The ICCC Visual Mark



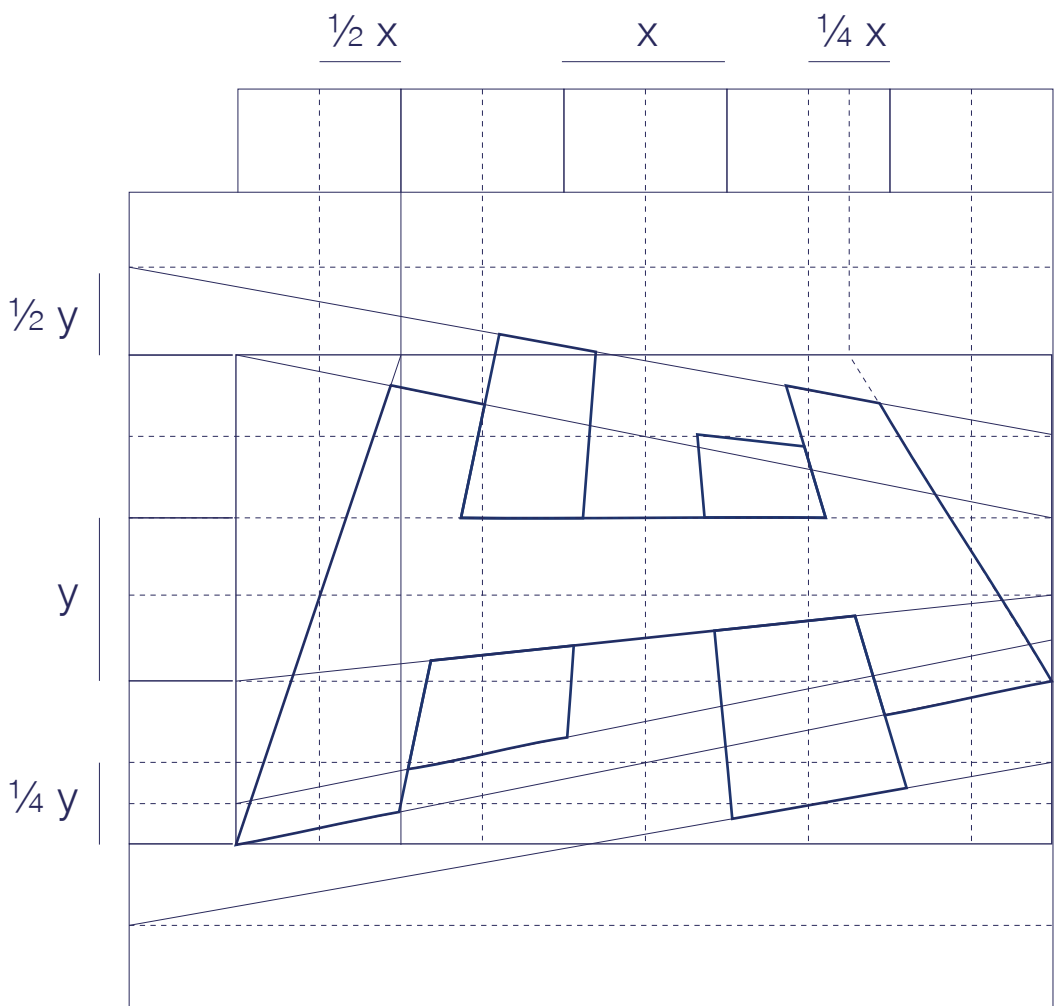
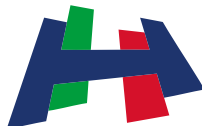
While the flag is static, the logo is dynamic. In the logo the lines become diagonal, thus conveying emotion. In this way, the logo stands out when used for commercial purposes.

Though the logo is static and the flag dynamic, they are both based on the same graphic system and on the same conceptual values.

Visual Mark Costruction Grid

Flat version

Dynamic version



The ICCC Visual Mark

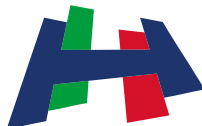


While the flag is static, the logo is dynamic. In the logo the lines become diagonal, thus conveying emotion. In this way, the logo stands out when used for commercial purposes.

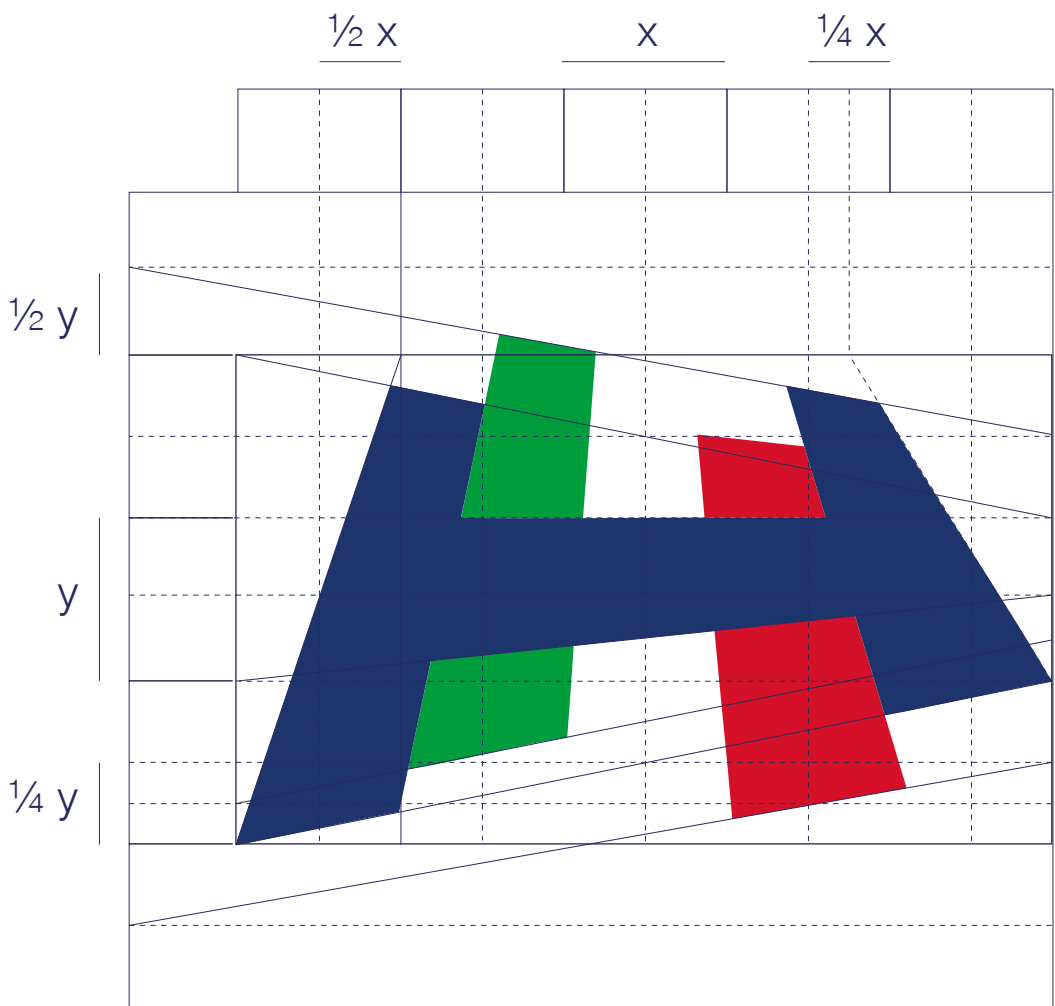
Though the logo is static and the flag dynamic, they are both based on the same graphic system and on the same conceptual values.

Flat version

Dynamic version



Visual Mark Construction Grid



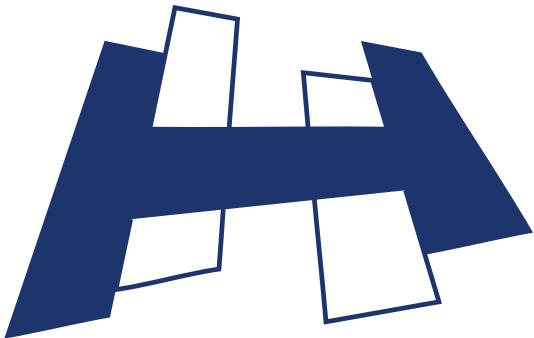
Main Visual Identity



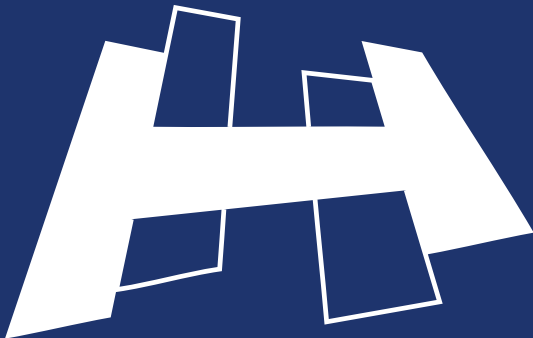
The ICCC Visual Mark

It is strongly recommended to use the visual mark with all its colors. However, should the logo be used with just one color, the versions below are the only accepted.

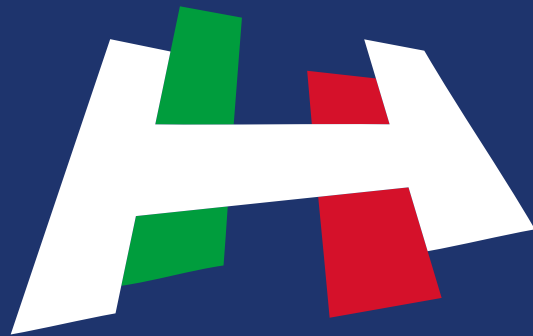
Positive variation



Negative variation

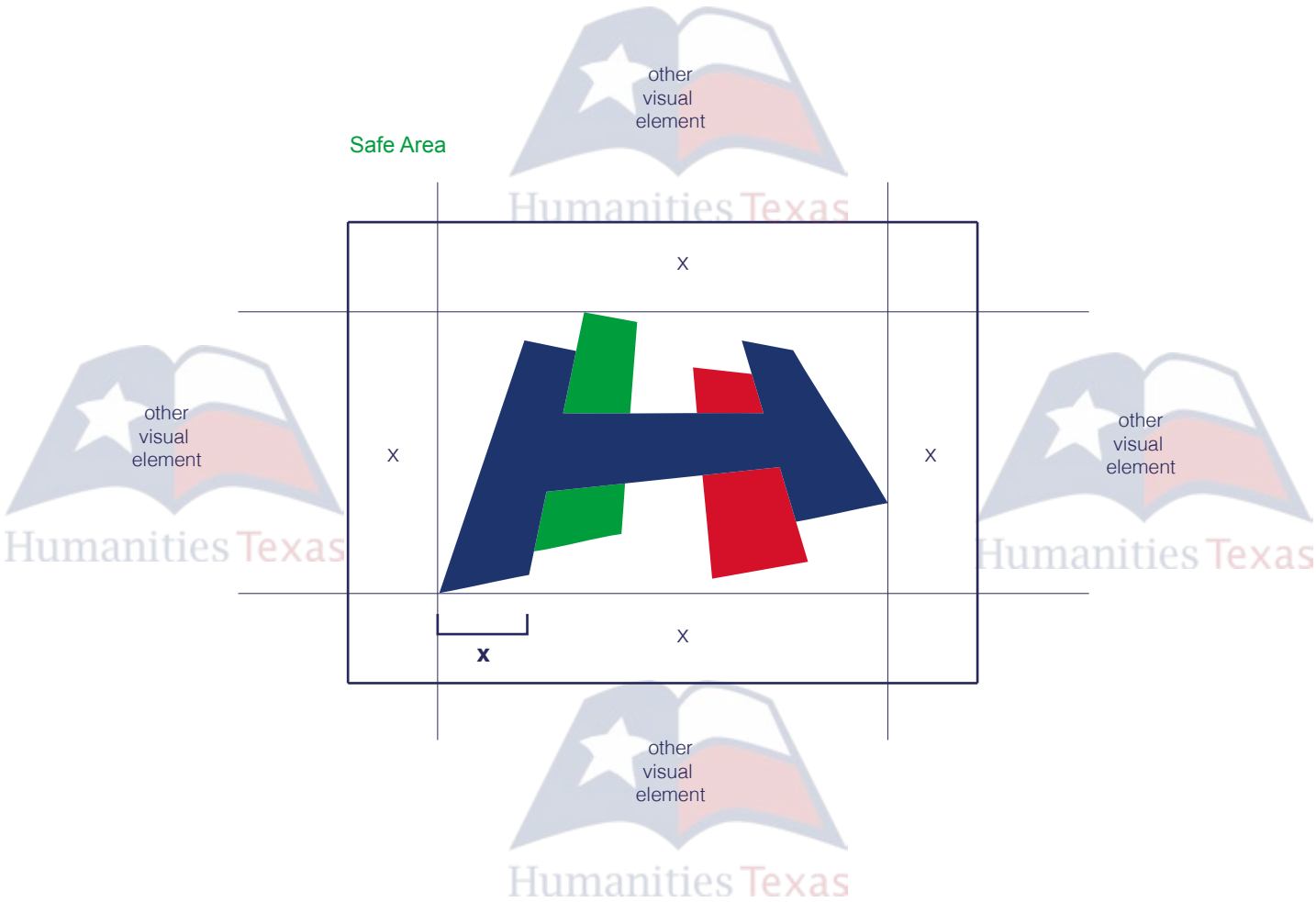


This is the negative version of the logo that **SHOULD NEVER ADD** a white stripe inside the H (between the green and the red of the Italian flag).



The ICCC Visual Mark

For ANY kind of application, please follow the rules below. They allow the correct visualization and the ability to immediately recognize the visual mark. In particular, BE SURE to respect the SAFE AREA around the logo (the X area below). No graphic elements should be enclosed in the X area.

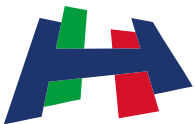
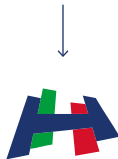


Never reproduce the visual mark under the minimum allowed size.

Under 15mm/0.59" it becomes difficult to recognize the visual mark



Minimum Size



10mm / 0.39"

15mm / 0.59"

20mm / 0.78"

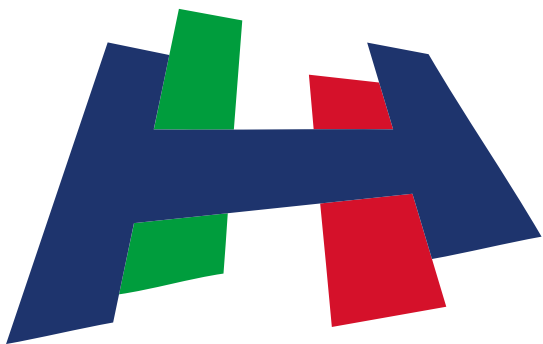
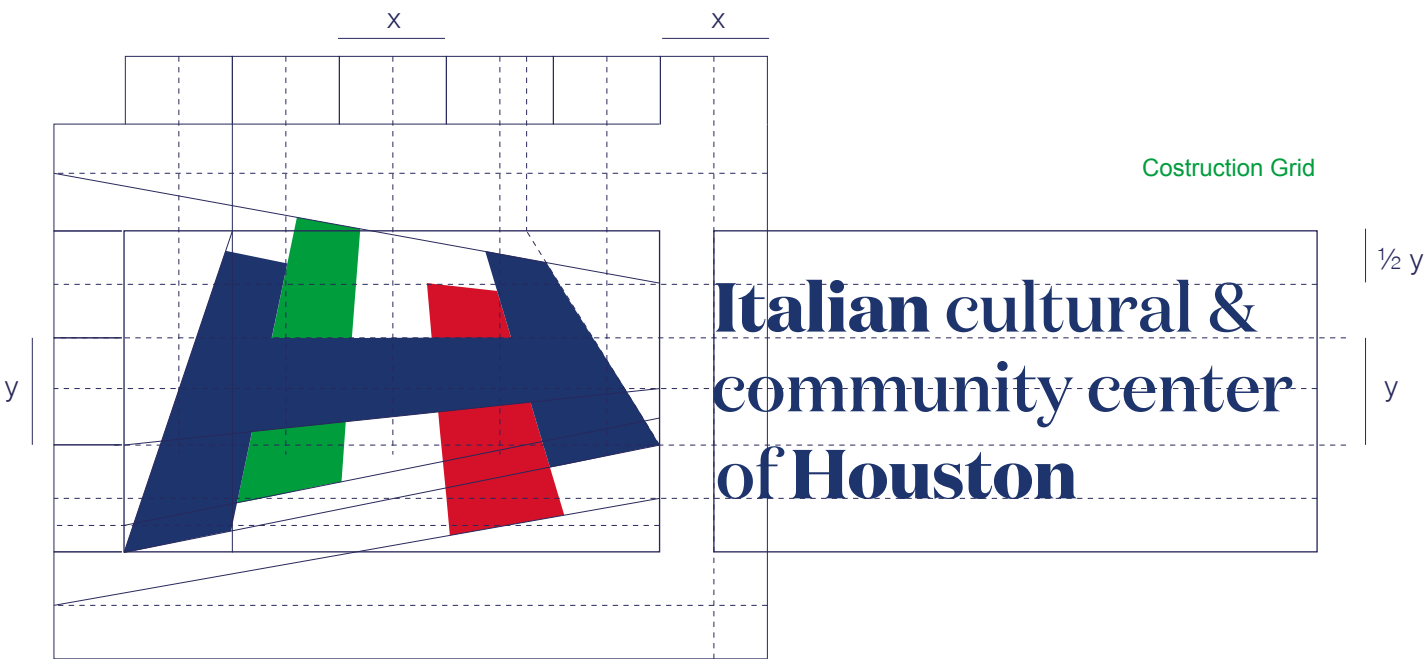
25mm / 0.98"

Main Visual Identity



The ICCC Logotype

When the name of the ICCC is presented together with the visual mark, it becomes a logotype. The FONTS OR SPELLING in the typography of the logotype should NEVER be changed.



**Italian cultural &
community center
of Houston**

Main Visual Identity



The ICCCH Logotype / Main

When the name of the ICCCH is presented together with the visual mark, it becomes a logotype. The FONTS OR SPELLING in the typography of the logotype should NEVER be changed.

Color Version Positive



Color Version Negative



One Color Version Positive



One Color Version Negative

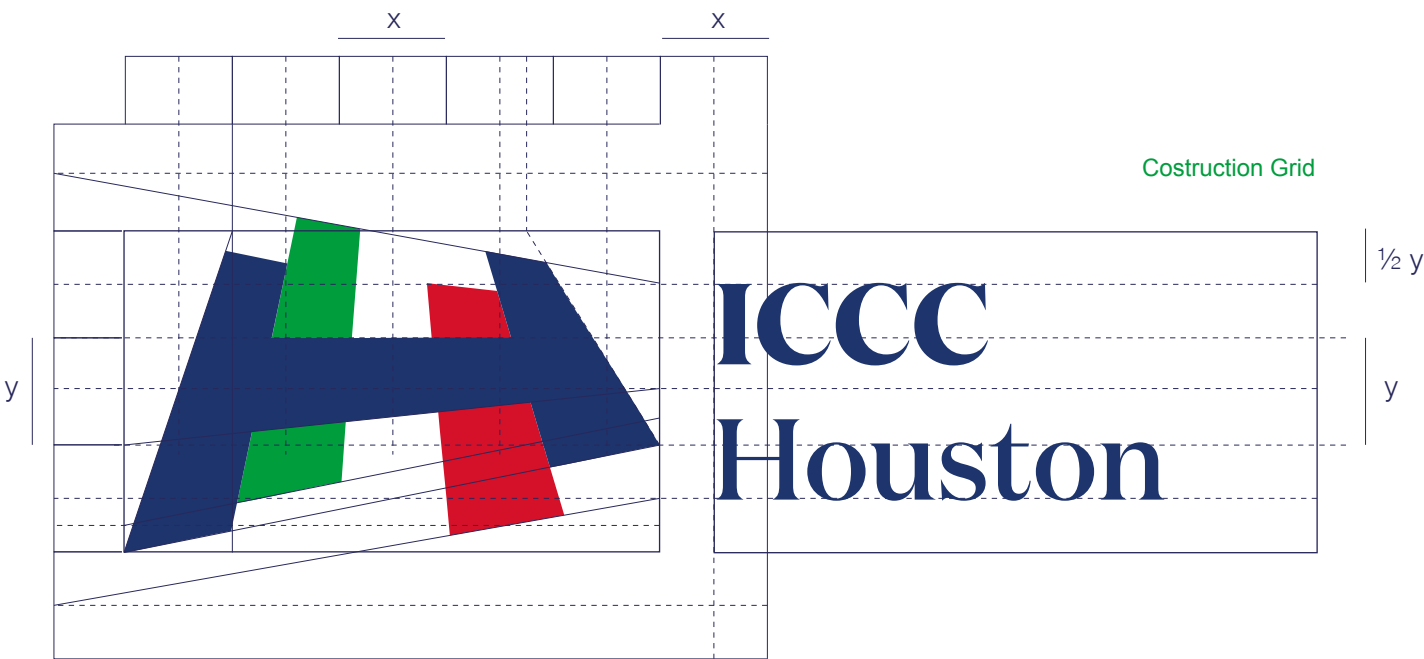


Main Visual Identity



The ICCC Logotype / Short

When required by the specific application it is possible to substitute the name (Italian Cultural Community Center of Houston) with the acronym (ICCC). When using the acronym, the fonts and the spelling to be used are the ones below. No change is allowed.



Main Visual Identity



The ICCC Logotype / Short

When required by the specific application it is possible to substitute the name (Italian Cultural Community Center of Houston) with the acronym (ICCC). When using the acronym, the fonts and the spelling to be used are the ones below. No change is allowed.

Color Version Positive



Color Version Negative



One Color Version Positive

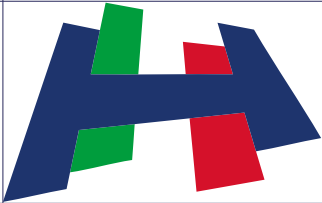


One Color Version Negative

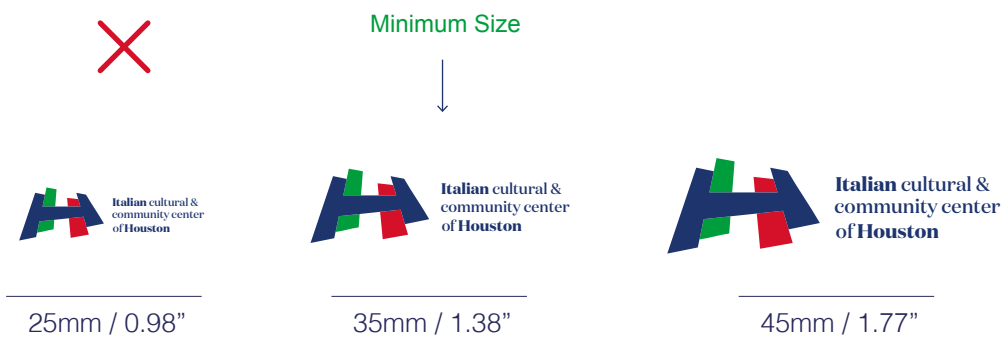


The ICCC Logotype / Application Rules

For ANY kind of application, please follow the rules below. They allow the correct visualization and the ability to immediately recognize the visual mark. In particular, BE SURE to respect the SAFE AREA around the logo (the X area below). No graphic elements should be enclosed in the X area.

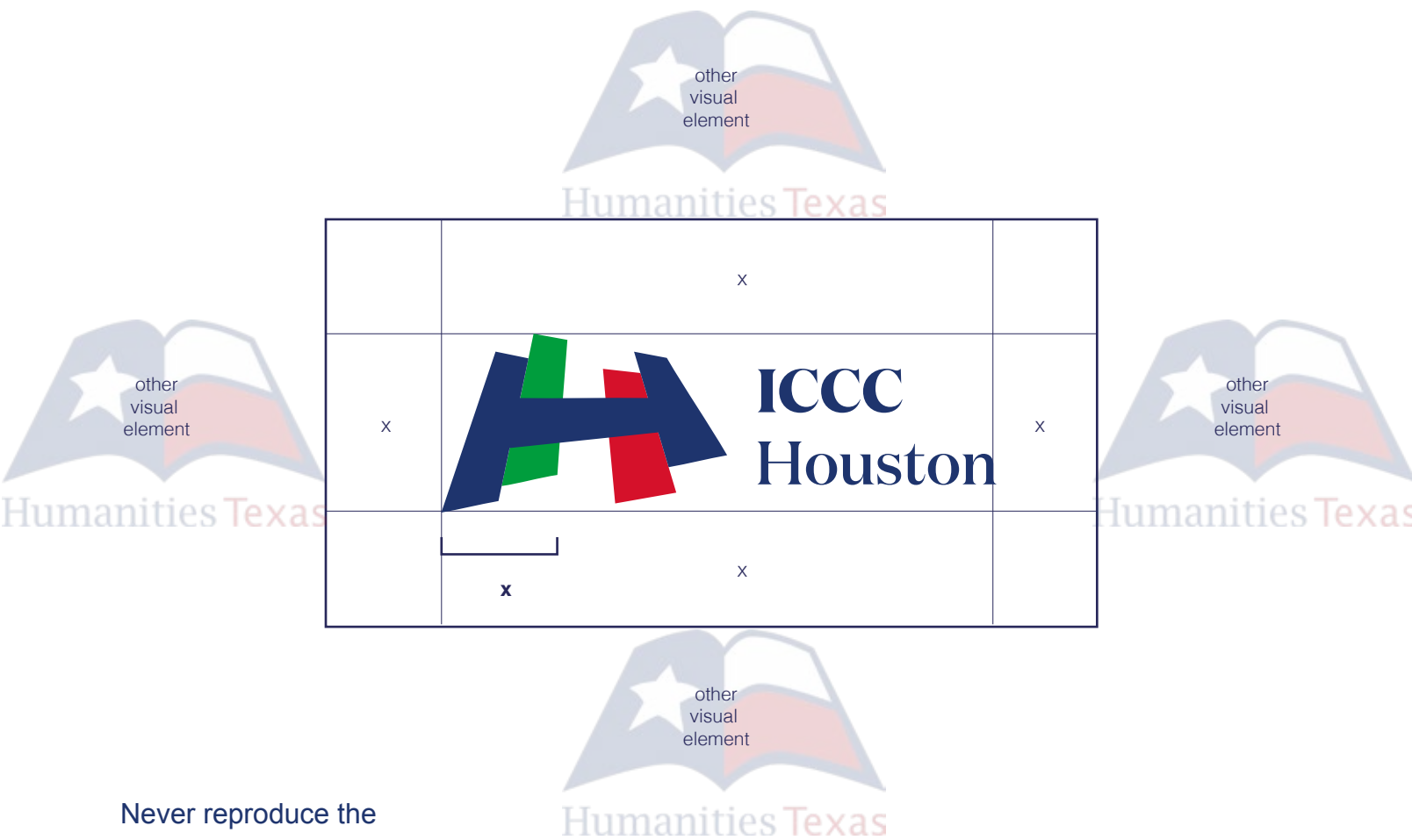
	X	
X	 <div>Italian cultural & community center of Houston</div>	X
	X	X

Never reproduce the logotype under the minimum allowed size. Under 35mm/1.38" it becomes difficult to recognize the logotype.



The ICCC Logotype / Application Rules

For ANY kind of application, please follow the rules below. They allow the correct visualization and the ability to immediately recognize the visual mark. In particular, BE SURE to respect the SAFE AREA around the logo (the X area below). No graphic elements should be enclosed in the X area.



Never reproduce the logotype under the minimum allowed size. Under 25mm/0.98" it becomes difficult to recognize the logotype.



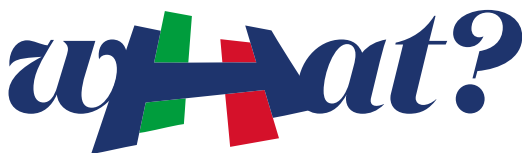
Main Visual Identity



Some Examples

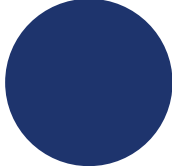
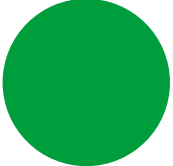
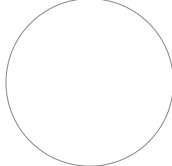

The H of the visual mark can be used inside some words or expressions.

However, this use should be limited to few occasions (strong communication goals, such as festivities, anniversaries, celebrations)

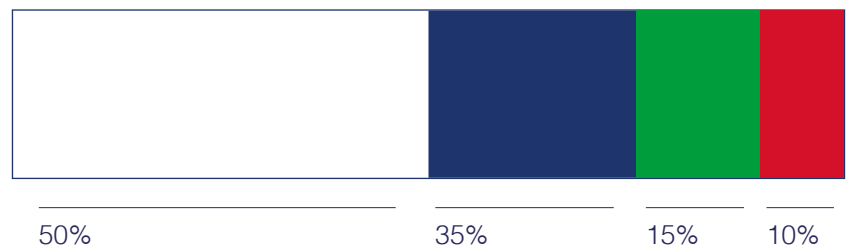


Official ICCC Color Palette

Below you find the official colors of the ICCC brand and their codes.
Be sure that the white dominates at least 50% of the composition.No other colors are allowed when reproducing the logo.

			
Houston Blue	Fern Green	Bright White	Flame Scarlet
C 100 R 30 M 85 G 51 Y 20 B 109 K 20	C 91 R 0 M 0 G 157 Y 100 B 61 K 0	C 0 R 255 M 0 G 255 Y 0 B 255 K 0	C 10 R 213 M 100 G 17 Y 85 B 42 K 0
#1E336D	#009D3D	#000000	#D5112A

Percentages of color on communication



Official ICCC Typography

Be consistent in the use of the FONTS. The font to be used is DOMAINE. You find below the Regual and Bold variations (Italic is allowed too). In a digital environment the DOMAINE font can be replaced by LORA that is a Google Font (it allows web friendly visualization).

Official -Typography

AaBbCcDd

Domaine
Bold

Aa

Domaine
Italic Bold

AaBbCcDd

Domaine
Regular

Aa

Domaine
Italic

Web -Typography

AaBbCcDd

Lora
Bold

Aa

Lora
Italic Bold

AaBbCcDd

Lora
Regular

Aa

Lora
Italic

Paragraph - Typography

AaBbCcDd

Arial
Bold

Aa

Arial
Bold Italic

AaBbCcDd

Arial
Regular

Aa

Arial
Italic

Official ICCC Typography / Sample

The ratio between titles and paragraph should be at least 7/8 pt. This means that if titles are Domaine 20pt paragraphs should be Arial 12pt (8 pt less).

This rule MUST BE RESPECTED to ensure consistency in visual communication.

On the right you find some examples of proper use of ICCC typography

Sample on printed or Graphic Application

TITLE
Domaine Bold
20 pt

PARAGRAPH
Arial
12 pt

Where *Houston* Speaks Italian.

The mission of the *Italian Cultural & Community Center* is to advance, celebrate and preserve Italian culture and heritage. In **1976 was formed as an umbrella organization.**

The ICCC coordinated the activities of more than 20 Italian clubs in the greater Houston area.

Sample on digital or Web Application

TITLE
Lora Bold
20 pt

PARAGRAPH
Arial
12 pt

Where *Houston* Speaks Italian.

The mission of the *Italian Cultural & Community Center* is to advance, celebrate and preserve Italian culture and heritage. In **1976 was formed as an umbrella organization.**

The ICCC coordinated the activities of more than 20 Italian clubs in the greater Houston area.

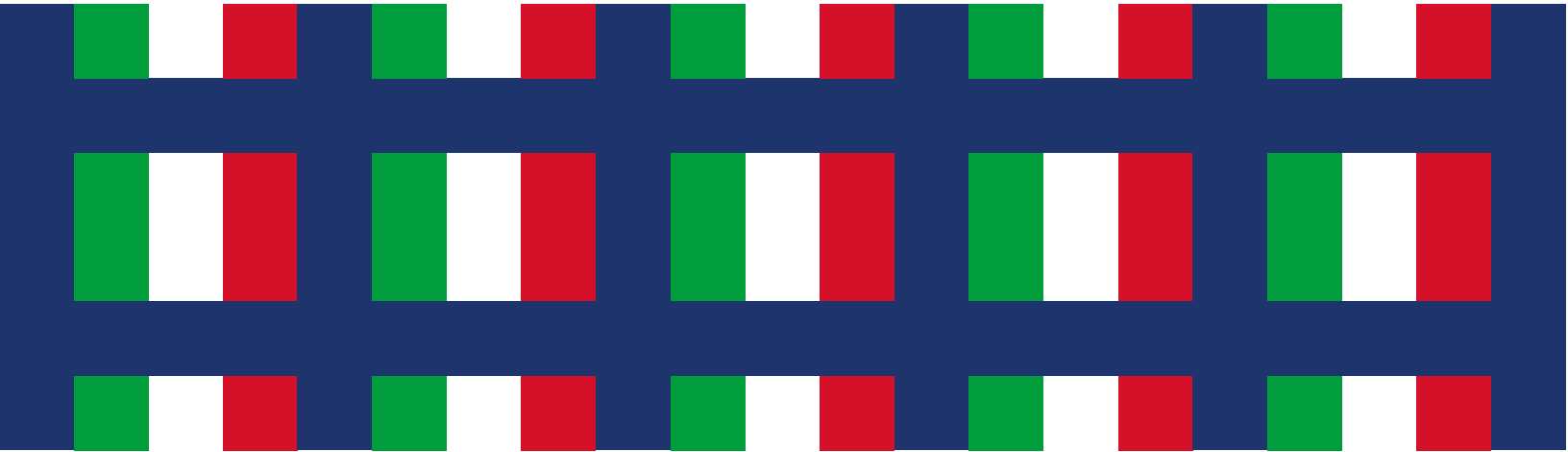
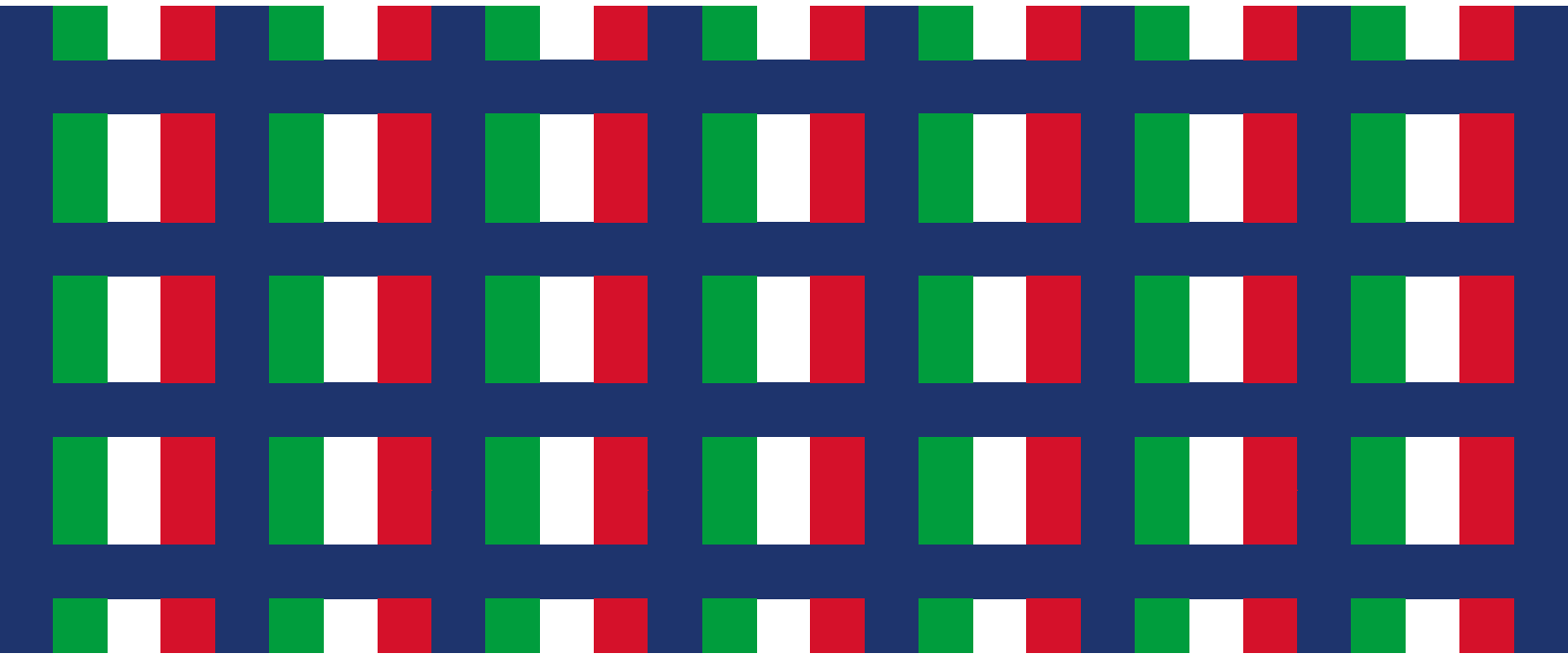
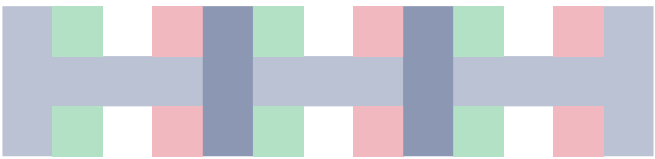
Official ICCC Texture

T

exture can be used to increase the brand presence in specific events or while producing merchandising.

The texture is created by overlapping the vertical blue line of the letter H in a geometrical repetition. Please see graphic explanation of the right.

Texture start from ICCC Flag



Official ICCC Texture

Here you find some possible applications of the texture. Many other applications can be created by using the texture.



This document belongs to:

Italian cultural & community center of Houston

1101 Milford Houston, Texas 77006

Phone | 713.524.4222

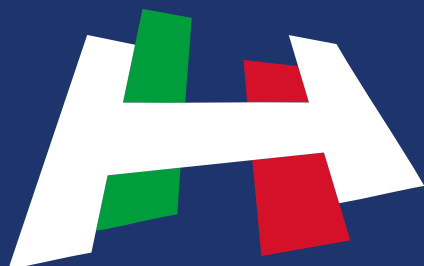
Fax | 713.524.6121

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**Should you need information about the
permitted uses of ICCC visual identity,
please write at the following email:**

iccchouston.com

Programevents@iccchouston.com



**Italian cultural &
community center
of Houston**